

**jasmine  
trabelsi:** (917) 684-8975 | [jasmine@brandxculture.com](mailto:jasmine@brandxculture.com)

**summary of  
qualifications:**

- Strategist able to articulate brands across media: print, web, broadcast, environment and products
- Recognized as a critical thinker and creative yet practical problem-solver
- Unique ability to act decisively and be proactive during challenges
- Discovered and observed trends in design, fashion and art

**skills:** **Art direction, brand identity, usability, copyediting, photography, marketing concepts, publishing and print/web design.**

OS X, Photoshop, Illustrator, InDesign, Quark Xpress, HTML, CSS, Dreamweaver, JavaScript and Flash.

**professional  
experience:** **Northeastern University | Boston, MA | June 2004-present**  
Asst. Mgr- Marketing and Communications

- Directed all aspects of design from concept through execution.
- Evolved brand image and identified key messages for marketing campaign.
- Collaborated with internal and external team on strategic growth plan.
- Mentored interns through regular critiques and briefing.

Brands: *Northeastern University, ESPN, Reebok, New Balance, Comcast*

**Northeastern University | Boston, MA | July 2002 - June 2004**  
Web Designer, Office Manager

- Architected and managed departmental websites.
- Developed style sheets and online style guide for fluid brand compliance.
- Art Directed, designed and photographed 2002 Lecture Series poster.
- Designed brand touchpoints for *The New Geography: A Northeastern & Harvard University Urban Design Conference*.

**Experimental Media | San Francisco, CA | October 2001 - April 2002**  
Freelance Designer

- Translated importance of brand equity with logo and website redesigns.

Brands: *Star Soy Coffee, Sierra Institute of Contemporary Gestalt Therapy, Informatique Systems.*

**Artsy Magazine | New York, NY | September 2000- September 2004**  
Founder, Art Director

- Established brand identity and art directed all publications and website.

**Gruner and Jahr | New York, NY | January 2000 - June 2000**  
Photo Assistant

- Negotiated art buying, scouted props and assisted in styling for editorial photo shoots.

**education:** **University of Massachusetts - Amherst | Amherst, MA | September 1997- May 2001**  
Photography, Design and Media

- Bachelor of Arts with Honors, 2001, Minor in Psychology

**Columbia University | New York, NY | May- August 2002**  
Editing, Copyediting and Proofreading

**Massachusetts College of Art (Mass Art) | Boston, MA | May-August 1999**  
Typography

**professional**

**organizations:** AIGA, Art Directors Club, Society of Publication Designers, Mediabistro, Wireality

**exhibitions**

**& appearances:** Avenue of the Arts Exhibit and Film Festival | Boston, MA | November 2004 - August 2005

-Installation Artist

**National Excellence in Sports Journalism Award** | Boston, MA | June 2004

-Judge (Print & Broadcast category)

**Digital Representation** | Northeastern University | Boston, MA | March 2004

-Guest critic, Freshmen Studio Midterm Project

**MediaMix '03**, sponsored by Emerging Arts. | New York, NY | April 2003

-Curator and co-organizer

**Artsy Magazine: Launch** | Brooklyn, NY | August 2001

-Curator and exhibition designer

**media:** **Jane Magazine** | New York, NY | June/July 2002

-Dish, Feature article on Artsy Magazine.

**Art Forum.com** | New York, NY | April 2002

-Talkback: 24 pages of reader responses to Artsy's mission.

**Artnet.com Magazine** | New York, NY | April 2002

-News, Feature on ARTSY magazine.

**Venus Magazine** | Chicago, IL | Fall 2002 issue

-Arts Feature on ARTSY Magazine.

**WBAI** | New York, NY | May 2002

-Live radio interview and segment on Artsy Magazine.

**Village Voice** | New York, NY | August 2001

-Open City, Launch Party Review.

**The Valley Advocate** | Amherst, MA | September 2001

-Arts and Living, Feature Article on ARTSY Magazine.